

**DETERMINATION AND FINDINGS  
FOR A  
SOLE SOURCE PROCUREMENT**

**CONTRACT NO:** CW

**CAPTION:** K-12 Student Absenteeism Personalized Intervention and Engagement Program

**PROPOSED CONTRACTOR:** EveryDay Labs

**PROGRAM AGENCY:** Office of the Deputy Mayor for Education

**FINDINGS**

**1. AUTHORIZATION:**

D.C. Official Code § 2-303.05(a) (1) and 27 DCMR Section 701.2.1

**2. MINIMUM NEED:**

The District of Columbia Office of Contracting and Procurement, on behalf of the Office of the Deputy Mayor for Education (the “District”) seeks to engage in a contractor to provide a software system that generates a personalized intervention and engagement function for students in grades K-12 designed to address learning loss and support student success by:

- Reaching and engaging students’ families and connecting them to district supports, including hard-to-reach or vulnerable student groups
- Supporting key transitions (e.g., back to school)

The program will include both mailed personalized interventions (“Mail Nudges”) and digital personalized interventions (“Text Nudges”) to families, and access to a call center where families can have questions answered and referrals made to appropriate services.

The Contractor will partner with the Office of the Deputy Mayor for Education (DME) beginning January 3, 2022 through September 30, 2022.

**3. PERIOD OF PERFORMANCE:** January 3, 2022 through September 30, 2022.

**4. ESTIMATED REASONABLE COST:** \$500,000

**5. FACTS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:**

Chronic absenteeism continues to be an issue for the District and its students. The pandemic has only served to exacerbate absenteeism for many students across the District. We are in need of interventions to combat chronic absenteeism which are evidence-based, encourage more family engagement, and utilizes various ways to reach families. Every Day Labs (EDL) is the only vendor with proven results (10%-12% reduction in chronic absenteeism) of their attendance letters with a combination of telephone family support and data monitoring to help schools make informed policy and intervention decisions. Most importantly, EDL handles all of the work which

lessens the impact on schools and their staff, while the schools gain all of the benefits from their work.

- Individualized attendance letters are an evidence-based intervention for students and families experiencing chronic absenteeism.
- In past years, DC has used Harvard University's Proving Ground as a pilot program however, reports from school-based staff indicated that while the letters were helpful, they were too structured and unable to be individualized to accommodate unique student situations.
- As an intervention, EveryDay Labs (EDL) has utilized individualized attendance letters with great success in school districts resulting in a 10%-15% increase in attendance. Moreover, they have combined the evidenced-based intervention of extremely customized attendance letters based on students' grade level, school, and level of absenteeism, combined with access to a family support team.
- EDL also integrates with school information systems to receive daily attendance data as a way to generate help schools and districts identify trends, patterns and barriers to attendance. EveryDay Labs' work is critical in supporting District efforts to ensure that students return to in-person school and begin to reduce chronic absenteeism in the city.

**6. CERTIFICATION BY AGENCY HEAD:**

I hereby certify that the above findings are correct and complete.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director,

**7. CERTIFICATION BY CONTRACTING OFFICER:**

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority. I certify that the notice of intent to award a sole source contract was published in accordance with 27 DCMR §1304 and that no response was received.

I recommend that the Chief Procurement Officer approve the use of the sole source procurement method for this proposed contract.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contracting Officer

**DETERMINATION**

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive solicitation process under either Section 402 or 403 of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code § 2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

\_\_\_\_\_  
Date

\_\_\_\_\_  
George A. Schutter  
Chief Procurement Officer